

Message Text

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ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 USIA-15 /034 W
-----151643Z 049612 /46

P 151424Z FEB 77
FM AMEMBASSY CARACAS
TO SECSTATE WASHDC PRIORITY 6607

UNCLAS SECTION 1 OF 2 CARACAS 1582

EO 11652 NA
TAGS: BEXP AFSP VE
SUBJ: FY-1978 CCP - VENEZUELA

REF: 76 STATE 292385, 76 A-5960, CARACAS 1580, 1581

3. FOLLOWING IS SECTION IV, OTHR POST SPECIAL EFFORST PRO-
POSED FOR FY-78 COUNTRY COMMERCIAL PROGRAM.

ACTIVITY NO 1: SOLO EXHIBITION TRADE PROMOTION EVENT
SUPPORT - PRIORITY 2.
DESCRIPTION/JUSTIFICATION:
THREE, OR POSSIBLY FOUR US SOLO EXHIBITIONS
ARE SCHEDULED TO TAKE PLACE AT THE CARACAS EXHIBITION FACILITY
DURING FY-78. THESE ARE:

1. CONSUMER GOODS- LAT NOVEMBER, 1977(POSSIBLE).
2. ENERGY SYSTEMS- MARCH, 1978.
3. PRINTING & GRAPHIC ARTS - JUNE, 1978.
4. PLASTICS PRODUCTION EQUIPMENT- SEP 1978.

TO PROVIDE NECESSARY SUPPORT FOR THESE EVENTS,
AND TO MAXIMIZE POTENTIAL FOR IMPROVEMENT OF E/C SECTION
INTELLIGENCE TO BENEFIT RELATED SUBSEQUENT TRADE PROMOTION
ACTIVITIES.

ACTIONS TO BE TAKEN:

1. ASSIST IN RECRUITING POTENTIAL US PARTICIPANT FIRMS THRU THEIR
LOCAL AGENTS:

2. ASSIST IN PREPARING CONTACT LISTS TO BE USED IN

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PROMOTING ATTENDANCE;
3. ASSIST IN PREPARING AND PLACEMENT OF PUBLICITY;
4. ASSIST IN VARIOUS OTHER SUPPORT FUNCTIONS, SUCH AS SECURING
HOTEL RESERVATIONS FOR PARTICIPANTS, FACILITATING CUSTOMS
CLEARANCES FOR EXHIBIT ITEMS, SELECTION OF NECESSARY SUB-
CONTRACTORS, PLANNING AND STAGING HOSPITALITY EVENTS, AND
BRIEFING AND COUNSELLING EXHIBITORS.

NOTE: SEE ALSO CAMPAIGNS ONE AND SIX.

ACTIVITY NO 2: MARKET RESEARCH - PRIORITY 3.

DESCRIPTION/JUSTIFICATION:

ALTHOUGH IT IS DIFFICULT TO PREDICT, IN THEIR ENTIRETY, WHAT TRADE PROMOTION THEMES OTHER THAN SOLO EXHIBITIONS WILL BE SELECTED FOR FY-78, AND EARLY FY-79, IT IS PROBABLE THAT THERE WILL BE A NEED FOR UPDATING AVAILABLE RESEARCH, AND PREPARING AND HAVING PREPARED MARKET RESEARCH FOR THEMES NOT PREVIOUSLY OR RECENTLY TREATED.

ACTIONS TO BE TAKEN:

1. MAU WILL UPDATE EXISTING RESEARCH, OR PREPARE, OR CONTRACT FOR THE PREPARATION OF NEW RESEARCH, AS PROMOTION EVENT THEMES ARE DECIDED AND NEEDS ARE DETERMINED.

2. EMBASSY EXPECTS THAT MAU WILL BE ABLE TO COMPLETELY UPDATE AVAILABLE RESEARCH FOR MAR 78 BUILDING AND CONSTRUCTION EQUIPMENT TRADE MISSION, UPDATE GMS ON PRINTING AND GRAPHIC ARTS FOR JUNE 78 SOLO EXHIBITION, AND AMPLIFY CONTENTS OF CONTRACTED MARKET RESEARCH PARTIALLY COVERING PLASTICS INDUSTRY FOR SEP 78 PLASTICS INDUSTRY SOLO EXHIBITION. ADDITIONALLY MAU SHOULD BE ABLE TO PREPARE ON BRIEF ORIGINAL STUDY, OR UPDATE EXISTING RESEARCH ON TWO ADDITIONAL THEMES.

ACTIVITY NO 3: MAJOR PROJECTS - PRIORITY 7.

DESCRIPTION/JUSTIFICATION:

DURING THE PERIOD 1976-1980 THE FIFTH NATIONAL ECONOMIC DEVELOPMENT PLAN PROGRAMS A TOTAL INVESTMENT OF BS 55.3 BILLION (\$12.9 BILLION) IN SOCIAL AND PRODUCTIVE INFRASTRUCTURE. THIS MAGNITUDE OF EFFORT WILL STRAIN INDIGENOUS RESOURCES IN SUPPLYING CONSULTING, ENGINEERING

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ENGINEERING DESIGN AND PROJECT MANAGEMENT SERVICES. VENEZUELA'S INFANT INDUSTRIES CAN SUPPLY ONLY A SMALL FRACTION OF THE CAPITAL GOODS NEEDED. THUS THE OPPORTUNITIES FOR US SUPPLIERS OF GOODS AND SERVICES ARE SUBSTANTIAL. WHILE THE GOV CONTEMPLATES HEAVY PROJECT FUNDING FROM INTERNAL SOURCES, SUPPLIER CREDIT WILL BECOME A FACTOR IN SOURCING DECISIONS.

THE GOAL OF THIS SPECIAL EFFORT IS TO GENERALLY FACILITATE US PENETRATION OF THIS MARKETING OPPORTUNITY BY ENCOURAGING USE OF US CONSULTANTS AND FURNISHING RAPID "EARLY WARNING" TO CONTRACTORS/SUPPLIERS. NOTE THAT VARIOUS CAMPAIGNS ADDRESS SPECIFIC SECTORS SUCH AS IRON AND STEEL, TRANSPORTATION, ENERGY, CONSTRUCTION.

ACTIONS TO BE TAKEN:

1. OBSERVE OPPORTUNITIES TO ENCOURAGE FURTHER LIBERALIZATION REGARDING ESTABLISHMENT OF FOREIGN CONSULTANTS ENGINEERS IN VENEZUELA. CALL ON SIEX QUARTERLY.

2. MAINTAIN CONTACT WITH MINISTRY OF DEVELOPMENT, CORDIPLAN, CORPORACION VENEZOLANA DE FOMENTO AND FONDO DE INVERSIONES. MONITOR CHANGES IN PLANNING PRIORITIES AND TIME PHASING OF MAJOR PROJECTS. ASCERTAIN SPECIAL FINANCING NEEDS.

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3. IN CONVERSATIONS WITH ABOVE ORGANIZATIONS, THE BANCO INDUSTRIAL, AND PRIVATE BANKS, ATTEMPT TO SET UP SYSTEM FOR EARLY WARNING ON MEDIUM-SIZED, PRIVATE INVESTMENT PROJECTS.

4. PREPARE ANNOTATED INDEX AND SYSTEMATIZED WTDR DATA ON PRINCIPAL CONSULTING ENGINEERS AND CONSTRUCTION-CONTRACOTRS WHO ARE ACTIVELY WORKING WITH FOREIGN CONTACTS FOR TRANSMITTAL TO US TRADE ORGANIZATIONS THRU COMMERCE TO BE MADE AVAILABLE TO US FIRMS WHICH MAY WISH TO EXPLORE JOINT VENTURE BIDDING AND PROJECT EXECUTION OPPORTUNITIES. FIRST QUARTER. ACTIVITY NO 4: OTHER TRADE PROMOTION EVENT SUPPORT PRIORITY 11.

DESCRIPTION/JUSTIFICATION:

A BUILDING AND CONSTRUCTION EQUIPMENT TRADE MISSION, AND AN EDUCATIONAL TRAINING MATERIALS TECHNICAL SALES SEMINAR ARE NOW SCHEDULED FOR MARCH, AND MAY, 1978, RESPECTIVELY.

IT IS PROBABLE THAT SEVERAL OTHER EVENTS, BE THEY USDOC SPONSORED, OR IOGA TRADE MISSIONS, OR TECHNICAL SALES SEMINARS WILL BE SCHEDULED FOR FY-78.

ACTIONS TO BE TAKEN:

1. UPDATE MARKET RESEARCH.
 2. PREPARE BUYER UNIVERSE LIST.
 3. ASSIST ADVANCE OFFICER, (IF ANY) IN MAKING LOCAL ARRANGEMENTS, SUCH AS HOTEL AND BIC RESERVATIONS, PRINTING AND DISTRIBUTION OF BROCHURES AND INVITATIONS, AND
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PLANNING AND ARRANGING HOSPITALITY EVENTS.

4. SUPERVISE LOCAL CONTRACT-HIRE SECRETARY/TRANSLATORS.

5. BRIEF AND COUNSEL MISSION PARTICIPANTS.

NOTE: SEE ALSO CAMPAIGN FOUR.

ACTIVITY NO 5: FOREIGN BUYER PROGRAM - PRIORITY 12.

DESCRIPTION/JUSTIFICATION:

VENEZUELA'S PROXIMITY TO THE US IS FORTUITOUS, IN THAT A LARGE NUMBER OF VENEZUELAN BUSINESSMEN AND GOVT OFFICIALS MAY CONVENIENTLY TRAVEL TO THE US TO ATTEND TRADE SHOWS, AND WILL DO SO IF PROVIDED WITH TIMELY, SUFFICIENT NOTICE OF THE EVENT. THE EMBASSY INTENDS TO PROMOTE AT LEAST 11 FBP SHOWS DURING FY-78.

ACTIONS TO BE TAKEN:

1. MAIL OUT NEARLY 1500 BROCHURES FOR THE SHOWS TO BE PROMOTED.
2. IN INDICATED INSTANCES, DELIVER BROCHURES BY HAND TO APPROPRIATE TRADE ASSOCIATIONS, INDUSTRY LEADERS, AND GOVT AGENCIES, TO ACQUAINT THEM WITH FBP, AND THE POTENTIAL BENEFITS OF THEIR ORGANIZATIONS.

NOTE: SEE ALSO CAMPAIGN ONE AND FOUR.

ACTIVITY NO 6: COMMERCIAL SERVICES TRADE ASSISTANCE

MATERIALS- PRIORITY 13.

DESCRIPTION/JUSTIFICATION:

LIMITED PERSONNEL RESOURCES OF THE COMMERCIAL SERVICES SECTION MANDATE THAT IMPROVED MEANS BE DEVELOPED TO HANDLE AN EVER-INCREASING NUMBER OF US COMMERCIAL INTEREST VISITORS/ CORRESPONDENTS TO MAXIMIZE THE BENEFITS THEY DERIVE FROM THEIR EMBASSY CONTACTS.

ACTIONS TO BE TAKEN:

1. ORGANIZE HANDOUTS (MARKET RESEARCH REPORTS, LISTING OF ASSOCIATIONS, FIRMS, AND GOVT AGENCIES) FOR EASIEST AND MOST EFFECTIVE RESPONSE TO HIGH VOLUME INQUIRIES (ANDEAN PACT, CUSTOMS REGULATIONS, GENERAL AND SPECIALIZED MARKET INFORMATION, ETC).

2. PREPARE STANDARD REPLY, (INCLUDING REFERRAL) LETTERS

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FOR GENERAL AND ROUTINE CORRESPONDENCE.

3. PREPARE/UPDATE GENERAL PURPOSE BRIEFING PAPERS.

ACTIVITY NO 7: PLAN AND IMPLEMENT ALTERNATIVE ACTIVITIES

FOR EXHIBITION FACILITIES DURING IDLE PERIODS- PRIORITY 14.

DESCRIPTION/JUSTIFICATION:

IT IS ANTICIPATED THAT DURING FY-78 THERE WILL BE PERIODS WHEN

THE EXHIBITION FACILITY WILL BE AVAILABLE FOR ACTIVITIES OTHER THAN TRADITIONAL TYPES OF TRADE PROMOTION EVENTS, WHICH COULD INDIRECTLY SERVE US E/C INTERESTS.

ACTIONS TO BE TAKEN:

1. IDENTIFY AND OBTAIN TARGET INDUSTRY ACQUIRED FILM COLLECTIONS OF INTEREST TO LOCAL FIRMS, ASSOCIATIONS, AND GOV AGENCIES WHICH REPRESENT TARGET MARKETS.

NOTE: SEE ALSO CAMPAIGNS ONE AND FOUR.

2. ENCOURAGE LOCAL FIRMS, ASSOCIATIONS AND GOV AGENCIES TO USE FILM-SHOWINGS AS THE CENTERPIECE FOR SEMINARS, CONVENTIONS, AND MEETINGS.

3. MAKE AVAILABLE BROCHURES ON THE EMBASSY'S USIS FILM LIBRARY, TOPS PROGRAM, TRADE PROMOTION EVENT SCHEDULE, COMMERCIAL TASK FORCE, VSMF FILES, COMMERCIAL LIBRARY REFERENCE MATERIALS, FOREIGN BUYER PROGRAM, ETC. TO ATTENDEES.

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Message Attributes

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